Vegetables: Incl Impact of COVID-19 - US - August 2020

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"The vegetable category is notoriously dichotomous: while fresh vegetables have a well- enforced healthy reputation, non-fresh segments fall shorter on BFY associations but deliver on convenience and value. COVID-19 triggered increased sales across every vegetable segment, even the beleaguered canned segment, indicating that even when health is an elevated priority, value is equally critical."
– Kaitlin Kamp, Food and Drink Analyst

This report looks at the following areas:

- **The short-, medium- and longer-term impact of COVID-19 on vegetables**
- **Vegetable lessons from past recessions**
- **Consumer consumption of and attitudes toward vegetables**
- **The importance of fresh on the category**

After years of modest but steady performance in the vegetable category, consumer shopping and eating shifts created by COVID-19 were at the root of double-digit growth across segment in 2020. Going into 2021, consumers are adjusting to living in a pandemic world and shifting into the next normal. They are no longer panic buying yet many still cling to the security of feeling prepared. Category sales are expected to eventually recalibrate back to prepandemic growth rates. Prepandemic, consumers overwhelmingly preferred fresh vegetables to frozen or canned for their inherent nutrition but an increased prioritization on long shelf life and convenience has given more attention to non-fresh segments. As consumers try to balance a strengthened focus on wellbeing with the pressures of financial uncertainty, vegetable brands will need to work equally hard to balance convenience, value and health through innovation.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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